IN THE CLAIMS

Please amend the following claims which are pending in the present application:

1 – 29.　　　(Cancelled)

30.　　(Currently Amended) The system as claimed in claim 97, wherein ~~said system~~ provides said user entit~~ies are provided~~ with searchable access to locate other ~~contacts~~ entities to establish interest in conducting an application or communication.

31-33.　(Cancelled)

34.　　(Previously Presented)　The system as claimed in claim 97, wherein said applications include consumer decisions, buying, selling, trading loaning; finding flatmates/roommates, tenants; organising activities and events, recommendations/opinions including those related to films, plays, books, employment, services, tradesmen, accommodation, restaurants, comparison and explorations of common interests; sharing peer-to-peer personal or business creative work or content, including photos, art-work, literature, music; managing a club or society; locating/supplying/"blacklisting" providers of goods or services; business or technological advice unsuitable for publication; recruitment, job-seeking; estate agents; venture capital; collaborative ventures; referrals; police/security information gathering/informants; event manager; address book manager; search engines; headhunting; book mark service; spam filtering; car sharing; sales leads; market entry advice; real-estate; sharing files; company knowledge management; medical advice;

travel organiser, lending/borrowing; house-sitting; baby-sitting; classified advertisements; finding musicians.

35-42. (Cancelled)

43.　　(Currently Amended) The system as claimed in claim 97, wherein a user entity's role is designated by the user entity.

44.　　(Cancelled)

45.　　(Previously Presented) The system as claimed in claim 97, wherein said roles include at least one of provider, participant, or facilitator roles.

46-47. (Cancelled)

48.　　(Currently Amended) The system as claimed in claim 97, wherein said system automatically updates changes in the identifying characteristics, contact details, entity attributes, and any other data associated with and/or inputted by a contact and records same in a data record associated with each entity/contact.

49.　　(Previously Presented) The system as claimed in claim 48, wherein said system automatically maintains connectivity between contacts following changes in a contact's contact details and/or the integrity of any aspect of a predetermined activity dependant on

the contents of said entity data records of the contacts involved by virtue of said automatic updating.

50.   (Currently Amended) The system as claimed in claim 49, wherein the system auto-synchronises the contact details of contacts accessible to the user entity with electric contact details stored in an electronic or data storage media connected by the user entity to the system.

51-90. (Cancelled)

91.   (Currently Amended) The system as claimed in claim 97, further including Mobile Notification Services to allow a user entity to selectively receive alerts, in the form of a Short-Message (SMS), Enhanced SMS (EMS), Multi-Media Message (MMS), plain email, a paging message, or other message format sent to a mobile communication device.

92.   (Currently Amended) The system as claimed in claim 91, further including Data-Application-Services enabling the user entity[[ies]] to optionally and selectively initiate or receive data communications related to their unique social network[[(s)]] via SMS, EMS, MMS, email, WAP, paging, or other wireless application communication data format.

93.   (Currently Amended) The system as claimed in claim 97, further including Location-Based Services enabling the user[[s]] entity to augment interaction with their social network taking by using user entitylocation data from position location systems

including one or more of: mobile-phone cell-site location, GPS location, manual or menu-driven location selection, and/or any combination of same.

94-96. (Cancelled)

97.   (Currently Amended)   A social network system comprising:

at least one host computer processor connectable to at least one data network;

a database accessible over said data network and storing a plurality of data records relating to a plurality of entities; and

input data from a plurality of data input devices connectable to said data network,

wherein said entities include at least one user entity and said system is configured to provide each said user entity with a virtual, unique, private, personal, social network formed from connections between contacts, said contacts being entities connected directly or indirectly to [[a]]said user entity, and wherein said social network is configured to implement applications allowing ~~individual user entities~~the user entity to at least partially define at least one of:

the user entity's participation and degree of interaction in said application;

the user entity's visibility and/or accessibility to other contacts or entities with respect to said application; and/or,

the user entity's role in said application.

98.   (Currently Amended)   The system as claimed in claim 97, wherein said application is instigated from an entity or organised network[[s]] external to [[said]] the social network system.

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99-120.   (Cancelled)

121.   (New) A method of operating the social network system claimed in claim 97,

said method comprising;

        configuring said system to provide each said user entity with the virtual, unique,

private, personal, social network formed from connections between contacts, said

contacts being entities connected directly or indirectly to said user entity; and

        configuring said social network by said method to implement applications

allowing the user entity to perform one or more roles, wherein said roles include:

            a provider, being an entity providing a tangible or intangible item,

        element, issue or service made available to at least one other entity; and

            a participant, being an entity utilising said provider's tangible or

        intangible item, element, issue or service.

122.   (New) A social network software application configured for implementation

with thea social network system claimed in claim 97, wherein said social network

application is configured to allow individual the user entity to at least partially define at

least one of:

        the user entity's participation and degree of interaction in said application;

        the user entity's visibility and/or accessibility to other contacts or entities with

respect to said application; and/or

        the user entity's role in said application.

123. (New) A social network application as claimed in claim 121, wherein said application is implemented by a third party entity external to said social network system.

124. (New) A social network application as claimed in claim 121, wherein said system provides an open-platform for development of third party social network software applications.

125. (New) A social network system as claimed in claim 97, wherein said applications allow said user entity to perform one or more roles, and wherein said roles include:

a provider, being an entity providing a tangible or intangible item, element, issue or service made available to at least one other entity;

a participant, being an entity utilising a said provider's tangible or intangible item, element, issue or service.

126. (New) The system as claimed in claim 125, wherein said roles further include a facilitator role, being an entity providing a link or facilitating interaction between a provider and participant.

127. (New) The system as claimed in claim 125, wherein the degree and nature to which a participant utilises said provider's tangible or intangible item, element, issue or service is at least partially participant-definable.

128.   (New) The system as claimed in claim 125, wherein the data network includes the Internet, an intranet; wide and local area networks; a telephone or pager networks, telephone-based text-messaging or facsimiles; automated mail-server systems; power transmission networks, wireless networks; networks comprised of other telecommunication links: postal or courier services.

129.   (New) The system as claimed in claim 125, wherein said item, element, issue or service is selectively made available by said provider to other entities with predetermined entity attributes, said entity attributes including at least one identifying characteristic, information regarding personal details, contact details, factors or interests; friends; relations; school alumni; employment factors; business colleagues; professional acquaintances; sexual preferences, persuasions, or proclivities; sporting interests; entertainment, artistic, creative or leisure interests; travel interests, commercial, religious, political, theological or ideological belief or opinions; academic, scientific, or engineering disciplines; humanitarian, social, security/military or economic fields; and any combination of same.

130.   (New) The system as claimed in claim 125, wherein said applications include consumer decisions, buying, selling, trading, loaning; finding flatmates/roommates, tenants; organising activities and events, recommendations/opinions including those related to films, plays, books, employment, services, tradesmen, accommodation, restaurants, comparison and explorations of common interests; sharing peer-to-peer personal or business creative work or content, including photos, art-work, literature, music; managing a club or society; locating/supplying/"blacklisting" providers of goods

or services; business or technological advice unsuitable for publication; recruitment, job-seeking; estate agents; venture capital; collaborative ventures; referrals; police/security information gathering/informants; event manager; address book manager; search engines; headhunting; book mark service; spam filtering; car sharing; sales leads; market entry advice; real-estate; sharing files; company knowledge management; medical advice; travel organiser, lending/borrowing; house-sitting; baby-sitting; classified advertisements; finding musicians.

131.   (New) The system as claimed in claim 130, further comprising Location-Based Services enabling the user entity to augment implementations of said applications with their social network using user entity location data from position location systems including one or more of mobile-phone cell-site location, GPS location, manual or menu-driven location selection, and/or any combination of same, wherein information generated by said applications for communication between a user entity's contacts is at least partially derived from and/or designated by said location data.